Agenda Item #	5
Meeting Date	May 31, 2005
Prepared By	Lonni Moffet Communications Director
Approved By	Barbara B. Matthews City Manager

Worksession

Discussion Item	Purchase of Granicus Web Streaming Application
Background	It has always been a goal of the City to continually improve the availability of information about City government activities to residents. While City Council meetings are available to residents who are cable TV subscribers, and to Library patrons who can borrow tapes of meetings, staff has researched web streaming solutions for some years to expand delivery of the City's cable channel. As technology has changed and prices have fallen, web streaming applications have finally reached a level of price and performance which suits the City's fiscal and operational needs. The Granicus application was developed to meet the needs of video programming staff and municipal clerks. It will provide live streaming and archives of Council meetings. At the completion of each meeting, an indexed, searchable file will be available for users of the City web site. In addition to the footage of the Council discussion, users will have easy access to the Council agenda, agenda item background materials, and annotated minutes of each meeting (after Council adoption of the minutes). Other documents, such as presentations, may also be made available to users. The Granicus solution will enable staff to provide ready access to video for residents interested in specific Council discussions. The need for lengthy minutes may be rendered moot, but Council may also wish to have further discussion regarding the level of detail provided in minutes. City TV staff will also use the Granicus solution to provide to the public on-demand web access City produced shows such as Snapshots.
Policy	*Develop a centralized communications approach which will coordinate use of existing communications resources and developing technologies to enhance all City interactions.* Section 7.08.070, Article 3 E of the City Code provides that: 2. Cooperative Purchasing. The City Administrator may enter into contracts or agreements for cooperative purchasing, as defined in Section 7.04.040 (F) of this chapter, without the requirement of competitive bidding by the City, provided that such cooperative purchasing meets all of the requirements of this division and Chapter 8A of this Code and is consistent with their provisions in every respect and that the cooperative purchasing agreement is subject to review and approval by the City Council by resolution prior to any actual purchase or purchases being made thereunder. (Prior code § 9A-13)

Fiscal Impact	Granicus Software Application: $5,840; Training, Installation & Integration: $5,445.00; Total: $12,060. This purchase will be funded out of the Council Goals (9000) Account under the Communications/Outreach City Priority. Monthly costs for hosting the live stream and archiving are $750, or $12,000 annually, which is included in the FY06 budget request for the IS division. The computer server with the encoder is purchased separately out of cable equipment funding and will cost approximately $3,000. It should be noted that the City of Alexandria recently entered into a contract with Granicus and the City is "piggy-backing" on this contract per Council of Governments policies.
Attachments	Proposal from Granicus
Recommendation	Staff recommends that Council authorize purchase of the Granicus application.
Special Consideration	On-line resources: www.granicus.com A good example is the City of Stockton California, which uses the Granicus solution in the way Takoma Park plans to use it may be found online at: www.stocktongov.com

May 25th, 2005

To: City of Takoma Park
        Lonni Moffet
        Via e-mail

Lonni,

Granicus looks forward to developing a successful long-term relationship with the City of Takoma Park. By selecting Granicus as your streaming media solution provider, you will greatly improve external and internal access to your public meetings.   These meetings will be available live over the Internet, and as searchable archives that can be used for efficient long-term record keeping. Streaming with Granicus improves public access beyond what can be provided through cable broadcast. The availability of searchable archives allows a section of any meeting to be retrieved at anytime using a simple keyword search.   In addition, documents like staff reports, agenda's, and minutes can be synchronized and linked to your audio and video archive all of which will be available through the City's web site
.
While public meeting broadcasts are a compelling and popular use of your Granicus solution, your system can be used by all city departments to present video content internally or externally over the web. Other cities use the Granicus solution to deliver public education content, public service announcements, and video on demand training.
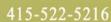
The Granicus solution delivers the functionality desired by the City of Takoma Park, and does it in a way that minimizes the overall cost. Our proposed solution integrates with your current infrastructure and audio video equipment instead of replacing or duplicating it. Additionally, the storage and distribution of your streaming content is offloaded to the Granicus Media Center eliminating your need to invest in additional dedicated bandwidth and servers, which are necessary to support streaming. By automating processes that would normally be done manually the Granicus MediaManager™ software also minimizes the impact streaming has on staff time, and eliminates the need for the IT staff to be on hand during meetings. Agenda items can be indexed in real time, and archives are automatically published to the City's web site minimizing the involvement of your Webmaster. Because meeting archives are readily available on the Internet, the need for the clerk's office to retrieve and prepare meeting records will also diminish over time.

At Granicus, we recognize that a great product is only part of what keeps our clients satisfied.   For that reason, Granicus provides 24/7 technical support and onsite user training.   We also take full responsibility for maintaining and monitoring the technology that powers your solution, so that you can avoid the cost of developing a team of streaming experts. When you need us we will be there to help.

If you have any questions about our services or this proposal please do not hesitate to contact me.

Most Sincerely,

Tom Spengler
Chairman and Chief Executive Officer
Granicus, Inc.

Proposed Solution Pricing

Your Granicus solution was designed based on the City of Takoma Park's specific streaming needs. Our pricing reflects our commitment to supply our customers with the highest value and utmost quality. Your solution consists of the components detailed below. Please note that computer hardware can be supplied by the City's preferred vendor. In the event that computer hardware is supplied by the City of Takoma Park, Granicus is not responsible for the maintenance of the hardware.

	Original	First in State
Granicus Media Manager		
Hardware	$0.00	$0.00
Dell Server -Power Edge 1750 Next Day Three Year Service		
Single Processor Intel Xeon, 2.4 GHz Processor		
36GB Hard Drive		
512 MB SDRAM 133 MHz, 4x128MB DIMMs		
Windows 2003 Server		
Osprey 230 Encoder Card		
Configuration		
Hardware	$0.00	$0.00
Software	$350.00	$280.00
Software		
Basic (one encoder/parser)	$3,500.00	$2,800.00
MinutesMaker	$5,200.00	$4,160.00
Bundle Discount & Audio Only	**($1,750.00)**	**($1,400.00)**
Sales Tax NA	$0.00	$0.00
Subtotal	**$7,300.00**	**$5,840.00**
Professional Services & Other Hardware		
Other Hardware		
Osprey 230	$325.00	$325.00
Training		
Onsite (2 Days)	$2,400.00	$1,920.00
Installation		
Remote	$500.00	$400.00
Application Integration	$3,500.00	$2,800.00
Sales Tax NA	$0.00	$0.00
Subtotal	**$6,725.00**	**$5,445.00**
Shipping	**$25**	$25
First Months Managed Services	**$750**	$750
Total Bundle Discount	**$0.00**	$0.00
Total Sales Tax NA	$0.00	$0.00
Total	**$14,800.00**	**$12,060.00**
Total Monthly	$750	$750

Granicus Managed Services

All managed services plans are billed on a monthly basis, and require the first month be paid during the initial setup of your Granicus solution. All plans include full Managed Services, complete monitoring and maintenance of your on-site hardware and 24/7 technical and user support for your complete solution. Managed Services also includes all software upgrades and bug fixes for all of the City's Granicus software components.   The goal of our Managed Services program is to help the City realize the highest level of value and satisfaction from Granicus solution, without incurring additional or unexpected costs. Granicus Managed Services include the following:

Technical and User Support

Granicus offers continuous customer support and is dedicated to ensuring that the City is completely satisfied with Granicus products and services. Granicus staff is **available to the City 24hrs a day**, 365 days a year, via the contact info below.

> Direct *(8:00am to 6:00pm Pacific time)*: 415-357-3618
> Toll Free *(8:00am to 6:00pm Pacific time)*: 877-889-5495
> On-call Technical Support *(available 24 hours, 7 days a week)*: 415-637-0520
> Site: www.granicus.com
> Email: support@granicus.com

Monitoring

As part of the City's Managed Services Granicus will **continually monitor, on a 24/7 basis**, all the software and hardware included in your solution.   Should any malfunction appear, Granicus will immediately notify the City and proceed to resolve the issue. Granicus is committed to repair or replace any non-functioning hardware, provided directly from Granicus, within 24 hours for up to 3 years.

Software Upgrades

Granicus provides its software as a "**Lifetime License"**, and all software upgrades are included as part of your Managed Services program.   This includes both the rights to use the upgraded software and any services required as part of the upgrade process.

Bandwidth and Storage

Through Granicus Managed Services we will provide all of the bandwidth and storage necessary to utilize your solution. The Granicus Managed Services plan includes "**Unlimited Bandwidth"** for streaming the City's live and on-demand content over the Internet through the Granicus Media Center**™**.

The Granicus Managed Services plan also includes **12 months of archiving for all public meetings** and 20 hours or 3 Giga bytes of storage for additional content at the Granicus Media Center**™**.   Additional storage beyond the 3 Gigabytes can be purchased at 5 cents per megabyte per month.

Project Implementation Timeline

Granicus is pleased to begin a promising and successful relationship with the City of Takoma Park. To begin the process, we have outlined a timeline to ensure the efficient and organized implementation of your Granicus solution. Granicus guarantees a 30-day implementation period, which begins the day the service contract and initial fees are received.

1. The City of Takoma Park delivers signed proposal and service contract to Granicus

2. Full purchase order is issued by the City of Takoma Park.

3. On site installation project plan completed by Granicus & the City of Takoma Park.

4. Hardware built, configured and tested by Granicus engineers

5. Granicus in conjunction with the City Webmaster will complete the City of Takoma Park's website Integration

6. Granicus completes onsite installation and provides onsite training for the City of Takoma Park.

7. The City of Takoma Park completes two-day solution testing and final implementation sign off.

8. The City of Takoma Park releases remaining project funds to Granicus.

Unless otherwise stated in a program announcement or solicitation, this signed and accepted proposal must be received by August 1st, 2005.

Sign to Accept proposal.   **Granicus, Inc.**
Return to representative or: **74 Tehama St.**
                                                                San Francisco, CA 94105

The City of Takoma Park   Granicus, Inc.

Client Signature: _____   Signature: _____

Date: _____   Date: _____

Professional Services Description

Configuration:
Configuration of Granicus hardware includes the assembly of all server and encoder components. Base operating systems are installed on Granicus or client supplied hardware. The hardware and software is optimized for streaming media applications. Granicus software is then installed and initial configuration and testing is performed.

Web Site Integration:
Web site integration includes incorporating the public components of the Granicus Media Management™ software into the client's website, matching the look and feel, and integrating the navigation. This service also includes the custom design of a client specific pop-up video player, or skin, and a custom agenda parser to increase indexing quality and efficiency. In addition, our MinutesMaker feature can be customized to provide automatic generation of cross-linked meeting minutes to meet your specific needs.

Onsite Installation & Training:
Onsite installation of hardware at client's location includes configuration of: analog audio and video feeds to the encoder, Internet and LAN connectivity, configuration of firewalls and proxies, all hardware with power and backup power supplies, and final system configuration with the Granicus Media Center. Once the system is up and running Granicus' engineers finish the setup by tuning the audio and video remotely. A training session concludes the onsite visit.

Once the system is installed, our engineers will remotely monitor your equipment to assure that it is continually operating to original specifications.

Granicus MediaManager™ Software

Granicus MediaManager™ consists of proprietary web-based software tools designed to efficiently organize and manage your streaming content. These tools put the control of broadcast activity, user account management, live event management, and usage reporting in your hands.

The software has been broken up into for segments to meet the unique needs for a variety of Cities and Counties. These three components are: 1) Media Manager™ – Basic, 2) MediaManager™ – Enterprise, and 3) MediaManager™, - MinutesMaker.   Each of these components are described in detail below. MediaManager™ - Basic is the foundation technology of every solution and is required before adding the Enterprise or MinutesMaker software modules.

MediaManager™ Basic

Public Site:
Our solution includes several pages for your Internet users to access on-demand media and live broadcasts. Users will use these pre-built pages to search out specific footage, and jump to specific events within your audio/video archive. The Granicus solution also allows for a key word search based on all of the index points associated with the City's complete library of video archives. This functionality substantially increases the convenience of access to and use of meeting archives. Around these core pages you can instantly control user access using a registration and log in system. All public web pages are seamlessly integrated into your current website, so that the look and feel of your site remains consistent. The MediaManager – Basic software license allows for one custom build archiving listing page, and one video skin.   By adding MediaManager™ – Enterprise you will the ability to create and customize an unlimited number of public pages by utilizing our templates and views tools.   See MediaManager™ - Enterprise for more information.

Protected Administration Site:
As a client of Granicus, you will have access to a web based administrative site that will allow you to create and manage archives, schedule and index live events, link documents and minutes of meeting to the video, view real time usage reporting, and configure content distribution. You will also have access to a series of video editing tools that can be used to enhance your on-demand content once it has been broadcasted or encoded.

- ***Media Acquisition tools*** give you the ability to add audio and video content to your content library from a variety of sources. Utilizing the Granicus Outcast™ encoder, live events can be simultaneously broadcast and archived to the library easily and directly through the live event manager. During a broadcast you can add times stamped data, such as agenda item indices or slides, allowing you to create rich multimedia presentations. You are also given a simple media import tool that can be used to import any pre-encoded content from your desktop into your archive listing.   Finally, the Granicus Outcast™ encoder, which is included with MediaManager™ - Basic, can be used to encode your analog video by replacing the live signal with that of a standard video playback device such as a standard VCR or DVD player. In this scenario, the same capture tools for managing a live broadcast can be used to make your valued offline content available online. Granicus also offers in house from encoding from VHS or DVD as part of our professional services.

- ***Automatic Live Event Scheduler and Archive Publishing*** - Live events, such as City Supervisors meetings, can be easily scheduled to be both broadcast live and archive through the Granicus Live Event Manager. By utilizing this tool, the City will not require staff time or technical assistance to start, stop or archive their live events. Archives are automatically transferred from the Granicus OutCast™ encoder to the Granicus MediaCenter™ and automatically published the City's web site. These features substantially decrease the need for staff time to manage content creation and publishing to the City's web site.

- ***Media Clip Administration*** provides clients the tools to create, edit, delete, index, trim and merge digital video clips. Once the media is in the archive library you can utilize indexing tools that allow you to set multiple "Jump To" points into the video, providing your end user the ability to easily navigate your streaming content. Various other editing and organizational tools allow you to modify your archives and add to the searchable Meta data associated with each archive.

- ***Meeting Agenda Parser*** allows the City to index its video archives based on agenda item titles, by automatically pulling the agenda item titles and descriptions from the City's agenda and loading them into the Granicus MediaManager™. These agenda item titles are than loaded into the live event manager, which allows you to index your video in real time by simply clicking on an agenda item title and pressing enter when the council or board begins discussing that issue. Other solutions, if they offer indexing, force you to manually retype and load the text for each agenda item. The Agenda Parser feature assures quality indexing and substantially decreases the staff time need to create indices.

- ***Searchable Indexes*** – Audio and Video archives, which are viewable over the Internet, can be easily indexed with multiple jump points through the Granicus MediaManager™ software. These indexes allow users to jump directly to the specific point in the City's audio/video archive. The Granicus solution also allows for a key word search based on all of the index points associated with the City's complete library of video archives. For example a key word search on "Water" will return to the user a direct link to all of the audio/video archives, which discuss water usage in the City. This functionality substantially increases the convenience of access to meeting archives.

- ***Searchable Closed Captioning*** – The Granicus solution supports the use of closed captioning, and the association of the captioning with the streaming media. Captions are viewable during live and archived streaming for full ADA compliance. For archived meetings the captions can also be searched by key words allowing the user to jump to the appropriate point in the video archive. In addition captions can also be used to create a transcript for a particular agenda item through the Granicus MediaManager™ Software.

- ***Document Management*** enables documents to be manually loaded and linked to video archives and directly associated to the appropriate agenda items, resulting in a searchable archive that includes both the audio/video record of your meeting and the staff reports or other documents that were used during the meeting. Cross-linking documents and audio/video archives provide the most comprehensive records archive system available. To improve the efficiency of integrating and linking your meeting documents with your meeting audio / video see the Document management Integration option included with MinutesLinker™.

- ***CD Download with Indexing*** – Audio/Video Archives can be quickly downloaded and burned to CD by any administrator of the Granicus solution.   The CD download also includes the

agenda item indexing information so users of the CD can still jump directly to the agenda items they are interested in. This tool conveniently provides offline copies of your meetings for those citizens without Internet access.

- *Media Delivery* subsystems, such as the Granicus StreamReplicator™ and MediaVault™, maximize your existing infrastructure investment by allowing you to deliver content using local storage and bandwidth when appropriate. These systems function transparently as part of the Granicus solution, and complement the robust delivery architecture at the Granicus MediaCenter™. No special training is required to operate these devices as they function autonomously and are controlled by Granicus MediaManager™ software.

- *Summary Reports* provide you with detailed usage reports concerning: streaming requests, average user bandwidth, outbound bandwidth, content popularity, and media storage usage.

MediaManager™ - Enterprise

- *User/Group Administration* provides clients with the tools to set login and registration requirements and create new user accounts. Tools are also provided to manage and utilize the account information for registered users and export valid e-mail addresses into a quick mailing list. Most importantly, the group management tools allow you to categorize your media library, automatically limiting a users access to those clips that you specifically made available to them. By creating group administrators who control certain clips and managing users accounts, you can distribute the responsibility of managing your media library.

- *Access Control* – Access control for content and groups of content allows you to define exactly who can access what content and from where. Access control can be based on IP address, username/password or both.

- *Complete Template Language* – The Granicus MediaManager™ software uses a tag-based template language to display all published content. This allows you to finely control the look and feel of your video and video-related pages, and does not restrict your layout like a header/footer based publishing system would.   By utilizing the Granicus MediaManager™ - Enterprise license you can create and edit an unlimited number of publishing templates. These templates can be easily managed through our HTML editor by your webmaster.

- *Views System* – The views system is the counterpart to the template language. The Granicus MediaManager™ software allows you to publish video archives and a list of upcoming live broadcast to the web by creating views. To create a view you simply select the appropriate template and specific content you would like to have published.   For example, a city may want to publish all of its City Council archives and the upcoming live broadcast of the City Council meeting on one webpage. To do this simply select the City Council archive folder and City Council event and then select the appropriate template.   This will generate an HTML webpage with the appropriate look and feel and content. Link this page into your existing website and your ready to go.

MediaManager™ - MinutesMaker™

- **Granicus MinutesMaker™** acts as a substitute to the City Clerks current live audio recording equipment and minutes annotation tools, making it effortless to annotate your meeting minutes live during the meeting. By using the Minutes Maker software you can capture motions, votes, and discussion summaries as they occur leaving you with minimal annotation work the next morning. The MinutesMaker™ software logic is based on Robert's Rules of Order and standard parliamentary procedure.   Thus, allowing the system to easily record a variety of motion types including, amendments, substitute, and free form motions.   In addition, the system easily handles updating of the role call during the meeting, recording the times that voting members join and leave a meeting.   Votes are recorded live through a simple interface, which defaults all members to yes or absent based on their current attendance at the meeting. Every item that is annotated through the software is automatically linked to the audio and video record of your meeting as you type, enabling very efficient cleanup of your minutes after the meeting.

  If the Clerk does need to review the audio of the meeting the next day in order to update their minutes, you can simply click on the text of your minutes and the MinutesMaker™ software will play back the audio and video from that precise point in the meeting. While you are watching or listing to the meeting record you can simply and quickly edit the text of your minutes. As a result, you will no longer have to spend hours fast forwarding and rewinding through the audio tape of your meeting in order to finish you minutes.

- **Minutes Templates** are utilized to format the look and feel of your minutes document. Using the minutes template tools Granicus will develop an HTML minutes document that looks virtually identical to your current minutes format.   However, the new minutes document will include links to the audio / video archive of your meeting as well as links to the appropriate supporting documents like staff reports for that meeting.

- *Searchable Voting Record Report* – In addition to publishing your minutes to the web the Granicus MeetingManager™ also generates a voting record log. The voting log simply displays the agenda item or motion and each members vote in a web ready table.   The voting log is displayed in a simple table, but also allows for search for voting and attendance records on a particular voting member or by a keyword in the agenda item titles.

- *Mobile Encoder Option* – The Granicus MeetingManager™ also enables you to utilize the Granicus MobileEncoder™. The MobileEncoder™ will allow you to utilize all of the functionality of the MinutesMaker™ to record and index the audio / video of your meeting, and take your meeting annotations at a remote locations without Internet access. When you return to your office, you can simple upload the audio file to the Granicus Media Manager. At which point it can be automatically published to the city's web site or edited just like the meetings that take place in the council or board chambers.

- *Document & Agenda Management Integration* – Granicus MeetingManager™ allows for the integration of the Granicus Streaming media solution with a document management or agenda management solutions in order to create the most complete and accessible archive of your public meetings and legislative history. Granicus and its partners are working together to produce a system that will archive and manage all aspects of your public meeting records. This

includes meeting agendas, minutes, documents and audio/video recordings. All of these media types are automatically synchronized and cross-linked allowing for intuitive web based search and retrieval of information. In addition, the document and agenda management integration will allow the two systems to automatically share information and streamlining your agenda and minutes workflow.

- *Voting System Integration -* Granicus MinutesMaker™ is required for integration with the Granicus VotingSystem™ software.   The Granicus VotingSystem™ workflow is integrated tightly with the Clerks use of the Granicus MinutesMaker™ software, which together allows legislative motions, votes, and attendance information to be recorded directly from the council member's finger into the clerks meeting minutes. Additional detail regarding the Voting system functionality can be found below.

Granicus MediaCenter™ - Content Management and Delivery

To deliver reliable, high-quality audio and video content over the Internet you must have a secure and scalable distribution facility able to support hundreds or thousands of concurrent users; with this as our goal we created the Granicus MediaCenter™. The Granicus MediaCenter™ enables us to store and distribute your content over the Internet to ensure your audience consistently receives a high quality stream.

How it Works

The Granicus MediaCenter™ is the core of all Granicus Internet broadcast solutions. This secure and reliable facility stores and distributes rich-media events to the public over the Internet. Live streams are encoded at your location and one stream is sent to our streaming servers at the Granicus MediaCenter™. Archive files can also be uploaded directly to our servers. Your streaming content will be available through your web site, but the Granicus MediaCenter™ handles all requests for both live and archived streams. The only streaming that will travel over your network is the one stream per source, you are sending to the Granicus MediaCenter™.

The Granicus MediaCenter™ is well equipped to handle all of your streaming needs. It has direct redundant Internet connectivity at optical wavelength speeds to a variety of major Internet backbone providers, including Qwest Communications, SBC/Pacific Bell and others.

In addition to providing standard Internet Data Center power facilities the Granicus MediaCenter™ has the significant added benefit of being a Designated Block 50 facility. Allowing the facility to be exempt from rolling blackouts.

MediaCenter™ Features:

- Flexible Storage Programs
- Flexible Distribution Programs
- 24/7 System Support
- Redundant Storage
- Redundant Network Connections

Granicus Outcast™ Encoder - Feature Rich Encoding

The Granicus Outcast encoder coupled with the Granicus MediaManager™ Software makes live streaming and archiving a simple and hands off process. Most encoders simply convert an audio video signal into a digital format that can be used for streaming; the Granicus Outcast™ does much more. Using the Granicus Outcast™ with your Granicus solution allows for live event scheduling, automatic web publishing, live indexing, slides, closed captioning, and automatic archiving and file transfer to distribution servers

How it Works

The Outcast™ Encoder integrates with the web-based Granicus MediaManager™ software and transfers live broadcasts to the Granicus MediaCenter™ in real time. The Granicus MediaCenter™ then duplicates and distributes your high quality audio and video content to the audience requesting the content.

While broadcasting a live event, the on-site Granicus Outcast™ Encoder can also archive your broadcasts for on-demand viewing later. Once your broadcast is complete, the encoded event is automatically transferred to the Granicus MediaCenter™ where our suite of streaming media tools are accessible for editing, management and publishing functions.

Outcast™ Encoder Features:

- Live & Scheduled Broadcast Control
- Automatic Archiving
- Multiple Bit Rate Support
- Automated Broadcast and Archive Publishing
- Live event management: Indexing, Slides, and Closed Caption